



**Lodgers Tax Advisory Board
Special Meeting
Video Conference Call
1700 N. Grand Avenue Las Vegas NM, 87701
Tuesday December 8, 2020 at 2:00 pm**

Call to order

Board Chairman Bhakta called the meeting to order at 2:00 pm.

Roll Call

Present:

Krutik Bhakta
Allan Affeldt
Shawna Sandoval
Georgina Ortega-Angel
Gabriel Garcia (2:13 pm)

Approval of Minutes

Board Member Affeldt made a motion to approve the minutes.

Board Member Ortega-Angel seconded the motion.

Motion passed with unanimous roll call vote.

Approval of Agenda

Chuck Griego stated that Wid Slick wanted to speak for the EDA Grant and the roll over of the NM True Advertising Grant.

Board Chairman Bhakta stated that was fine.

Board Member Ortega-Angel made a motion to approve the agenda.

Board Member Sandoval seconded the motion.

Motion passed with unanimous vote in favor of the motion.

Finance Report

Bill Hendrickson explained the budget report.

Public Input

None

Agenda

a. Nomination of Vice Chair

Board Chairman Bhakta asked for a nomination, his suggestion was Board Member Affeldt because of his experience.

Board Member Sandoval made a motion to nominate Allan Affeldt.

Board Member Ortega-Angel seconded the motion.

Motion passed with all in favor with Board Member Affeldt as Vice Chairman.

b. EDA Grant

Wid Slick advised the board that Las Vegas did not get the grant.

Board Chairman Bhakta asked why not.

Bill Hendrickson stated no tourism grants were awarded only construction.

Wid Slick stated he went with the COG's suggestions.

Krutik Bhakta stated that for next time there needs to be better advice given.

Board Member Ortega-Angel asked if there was any input from the City.

c. Approval/Disapproval

1. NM True Advertisement Grant roll over of \$63,154.00

Bill Hendrickson suggested the money should be set for FY22.

Virginia Marrujo stated that she suggested to Bill Hendrickson the amount could be lowered from the \$63,154.00 and explained why the City raised the amount to 63,154.00.

Wid Slick gave the board information regarding the \$63,154.

Board Chairman asked if what was explained for 2021 when the State opens back up or if what things already completed.

Virginia Marrujo clarified what was being explained.

Board Chairman asked for a motion.

Board Member Affeldt made a motion to approve as is.

Board Member Ortega-Angel seconded the motion.

Motion passed with unanimous approval.

2. Visitor Guide roll over \$26,000.00

Board Chairman Bhakta stated this item is for approval or disapproval for the amount that was approved not the contant.

Bill Hendrickson responded yes and he will speak with Andy about it.

Board Chairman Bhakta asked if it was open to other people or if it was still going to Andy Kingsberry (LVFBI).

Board Member Affeldt stated that he hopes not only does it get rolled over he also hopes LVFBI is able to do it.

He made a motion to approve as presented.

Board Member Ortega-Angel asked if there was a contract completed.

Bill Hendrickson responded no and that it will need to go before council again.

Board Member Ortega-Angel seconded Affeldt's motion.

Motion passed with a unanimous approval vote.

d. Approval of RFP Marketing Plan

Bill Hendrickson stated he would like to have this item more as a discussion because it is not in RFP form.

Board Member Affeldt stated there was not enough information at this time.

Virginia Marrujo stated she did not have details on what the board wanted.

Board Chairman Bhakta wants to focus on what needs to be done.

Virginia Marrujo suggested going with a firm because it would be a full campaign.

Board Chairman Bhakta asked if there was a list of things that need to and do not need to be contracted out.

Board Member Ortega-Angel wants to see the highlights of the last three marketing campaigns that were done.

Virginia Marrujo responded she does not have a lot of information on them.

Board Chairman wants them to be found to see whether or not it can be fixed and improved or if it needs to be a new campaign.

Board Member Garcia asked if there was a guideline to be followed.

Bill Hendrickson stated it would be better to go with an MOU.

Board Chairman Bhakta wants to start ironing down what needs to be done to send it out to companies.

Virginia Marrujo stated she would put together a list of what has been done and what she needs help with.

e. \$30,000 Covid-19 Marketing Campaign

Bill Hendrickson stated the board can cancel this item because Covid funds will be used.

Virginia Marrujo gave an update on what the campaign was.

Discussion Items

a. Procedure for event funding

Board Chairman Bhakta wants the board to decide to keep the procedure the same or to make changes. He also stated they need to decide on what dates applications need to be submitted.

Bill Hendrickson wants to know how money would be accessed between quarterly meetings for events.

Board Chairman Bhakta stated that there is an application process in place already and wants it to be fair.

Chuck Griego addressed Board Chairman saying the question is whether or not the money allocated to events can be accessed if needed.

Board Chairman Bhakta stated if it is small amounts he does not see why it can't go on the agenda.

Board Member Ortega-Angel asked if maybe the word event could be changed because it makes people think it is a social gathering, but now with Covid there can not be any social gatherings.

Board Member Garcia stated the application might need to be updated to include Covid questions.

Board Chairman Bhakta stated they need to come up with a date push out far enough to accept the application and a deadline the applications need to be submitted. Maybe that can be put on the January agenda so it would be set for the April meeting.

b. New Marketing Committee

Bill Hendrickson stated the committee would be up to 5-7 people within the community that have strong marketing business skills. The Board could be a broad swipe or it can be narrowly focused depending on the situation. The City is moving with this and names have been submitted.

c. LVFIBA Billboards

Bill Hendrickson stated billboards in the Santa Rosa area are being offered at a discounted price.

John Goodwin was not able to speak due to technical difficulties.

Board Chairman Bhakta stated that it is not a good time to sign any contracts right now.

Virginia Marrujo stated she thinks it would be a good idea to put billboards on I-40 to have all entrances of Las Vegas covered.

Board Chairman Bhakta stated he has not seen the numbers that prove people are coming to Las Vegas based on the billboards. He does not want to sign any contracts, but if they want to discuss negotiations for the future starting in the future it would be fine.

Board Member Ortega-Angel asked if they were going to come back on the next meeting with a possibility of negotiating a better price.

Board Chairman Bhakta responded that is what he is suggesting.

New and Other Business

None

Adjournment

Board Member Ortega-Angel made a motion to adjourn.

Board Member Garcia seconded the motion.

Motion passed with roll call vote except Board Members Affeldt and Sandoval.

Meeting adjourned at 4:05 pm.

Board Chairman Bhakta

Date